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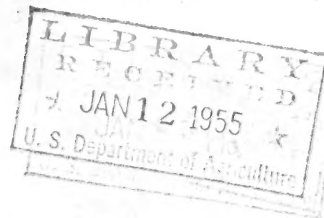
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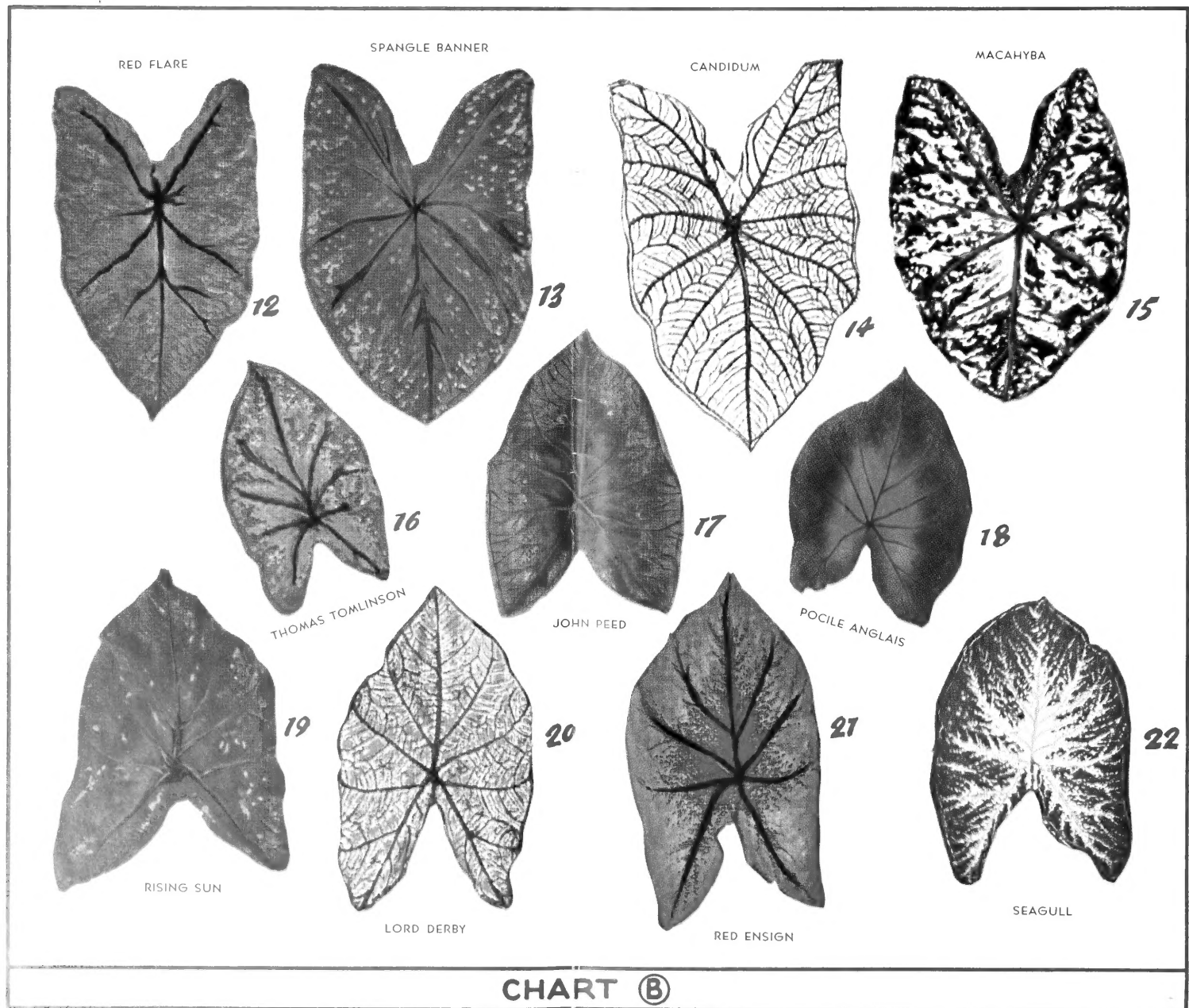
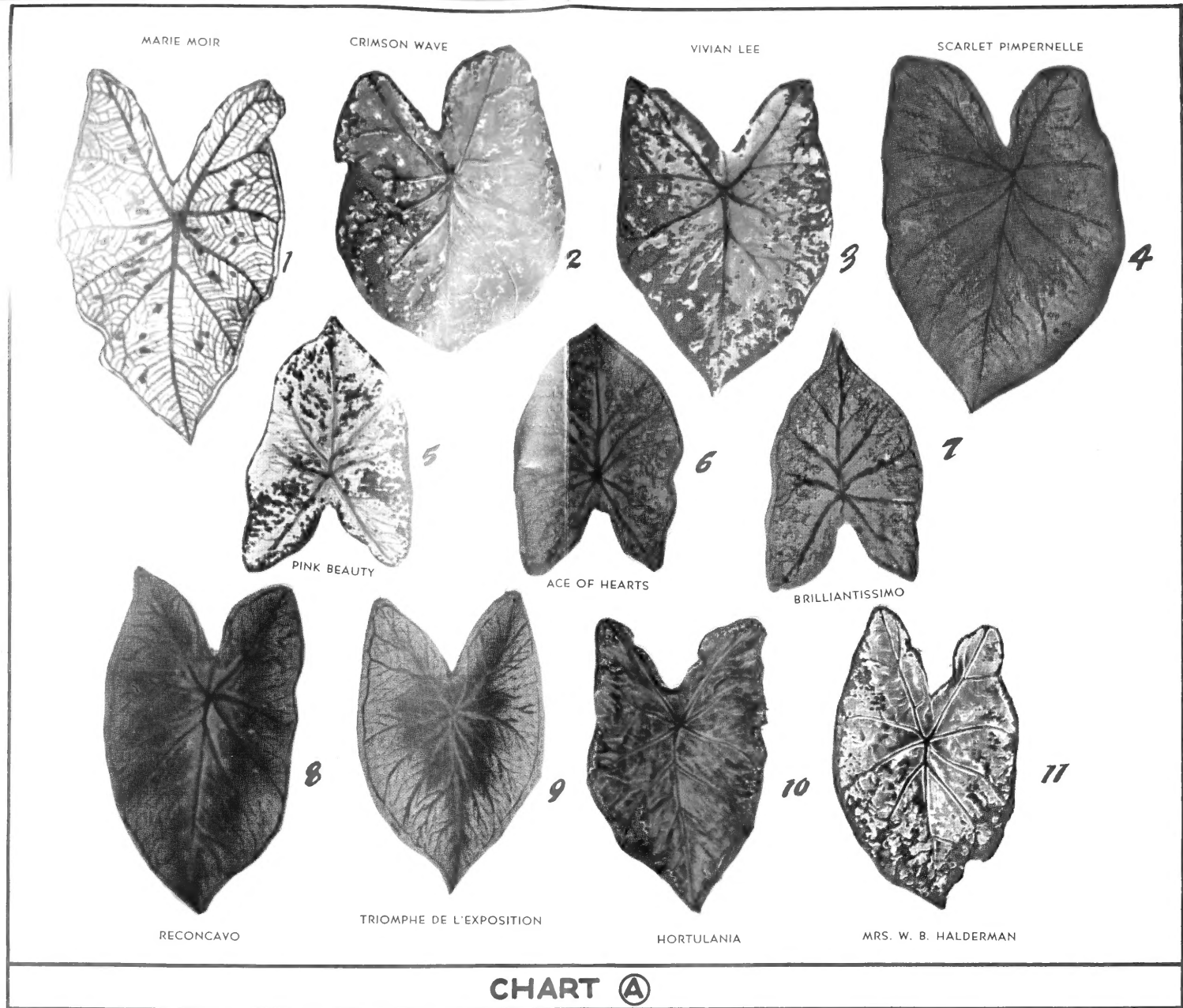
TUBEROUS ROOTED BEGONIAS

— CALADIUMS

GLOXINIAS

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MRS. F. SANDERS

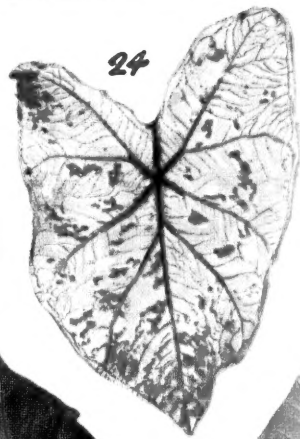
MARY QUEEN OF SCOTS

ATTALA

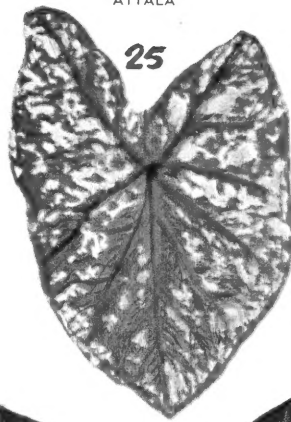
DR. D. M. COOK



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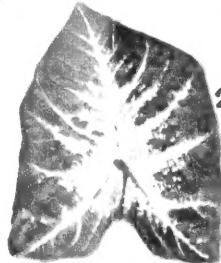
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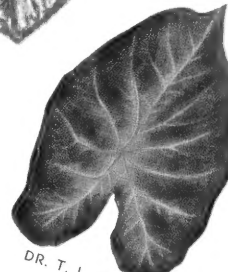
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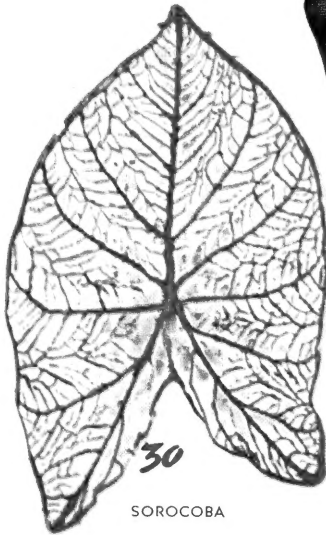
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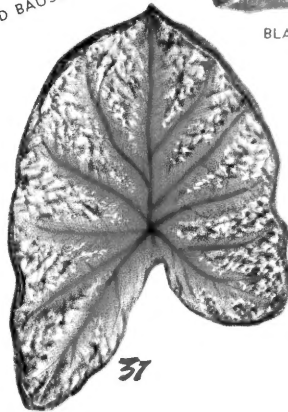


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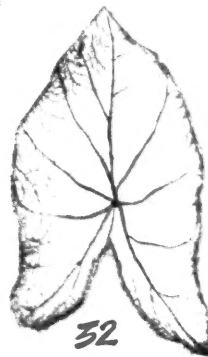
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SOROCOBA



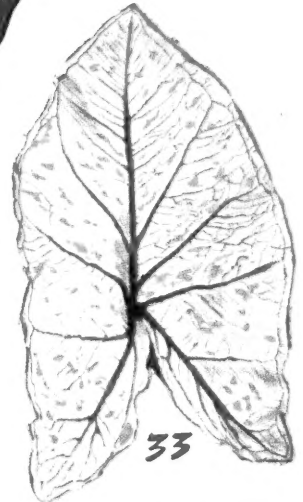
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JESSIE THAYER



32

EDITY MEADE



33

BRAZILLIAN BUTTERFLY

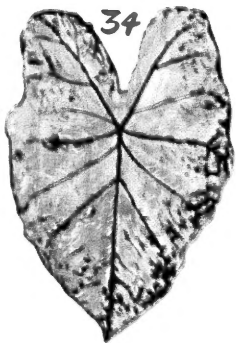
FRED BAUSE

BLANCHE WISE

DR. T. L. MEADE

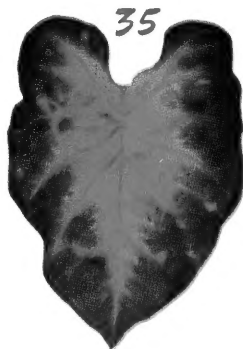
CHART ©

BILLY



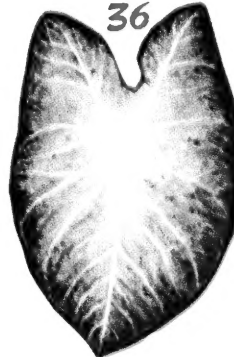
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RED POLKA



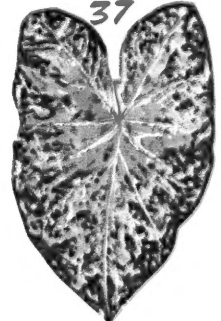
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AARON

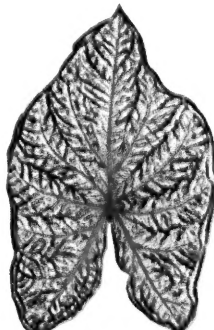


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PINK CLOUD

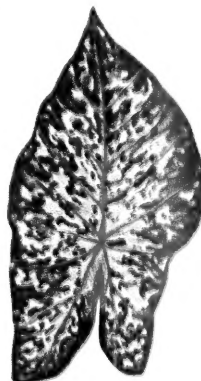


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MRS. ARNO NERHLING



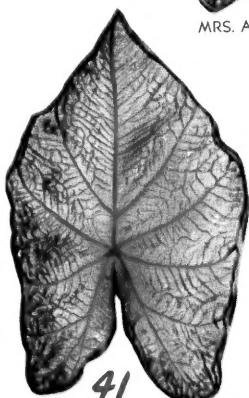
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RICHARD DECKARD



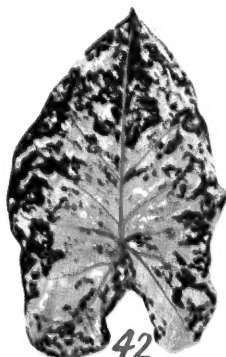
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ITACAPUS



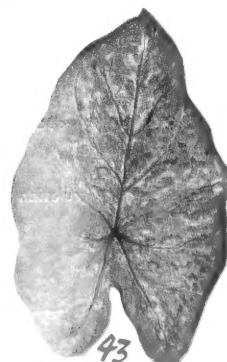
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FANNIE MUNSON



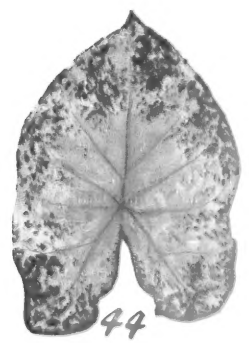
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DR. GROOVER



43

ILL HOLMES



44

MISS CHICAGO

CHART

Caladium Variety Characteristics

1. **Marie Moir.** 2½-3½". A medium tall, vigorous grower that produces a good number of medium large leaves.
2. **Crimson Wave.** A vigorous large leaved variety. Shows finest color where rapid growth is induced.
3. **Vivian Lee.** Similar to Crimson Wave. Medium low growing and a good leafer.
4. **Scarlet Pimpernelia.** A vigorous low growing variety that is rapidly increasing in popularity.
5. **Pink Beauty.** A low growing pink, leafy variety that shows fine color when healthy growth is induced.
6. **Ace of Hearts.** 2½-3½". A good red—low growing, medium leafy and excellent color.
7. **Brilliantissimo.** 1½-2½". A medium low growing vigorous variety. Recommended for its quick growth and resulting early pot sale.
8. **Reconcavo.** A quick growing, large leaved variety, but tall and leggy it is not specially recommended.
9. **Triomphe de L'Exposition.** A strong grower with large leaves, it is an old variety that is rapidly losing its popularity with the introduction of new and more colorful red varieties.
10. **Hortulania.** 1½-2½". Low growing medium leafer with outstanding color.
11. **Mrs. W. B. Halderman.** Develops adequate foliage but is tall growing, rather leggy and often very slow to develop colorful leaves. Many better pink varieties available.
12. **Red Flare.** A low growing leafy variety that produces an outstanding pot. Very popular.
13. **Spangle Banner.** A good red, low growing, leafy plant that shows good color from the first leaf.
14. **Candidum.** The leading white variety.
- * 15. **Macahyba.** A medium tall, strong grower with ample foliage. Its coloration places it in a field by itself.
16. **Thomas Tomlinson.** A very low growing, very leafy variety that produces an outstanding pot. For best color rapid growth should be induced.

17. **John Peed.** A very fine and popular red variety.
18. **Pocile Anglais.** Is a low growing heavy leafing red variety that we recommend most highly for potting.
19. **Rising Sun.** 2½-3½". Tall growing and light leafer but its color is outstanding and shows true from the first leaf. Especially recommended for outside planting.
- * 20 **Lord Derby.** A low growing and very leafy variety that gives a fine pot but color fades quickly with age.
21. **Red Ensign.** A low growing variety that produces a large number of small leaves with very delicate texture and fine color.
- * 22. **Seagull.** Low growing and very leafy. A good pot plant and a variation in white.
23. **Mrs. F. Sanders.** A large leaved, vigorous variety with a different coloration. A good outside variety.
24. **Mary Queen of Scots.** A low growing, leafy variety that offers another variation in color.
25. **Attala.** A vigorous, large leaved variety with outstandingly beautiful pink stems.
26. **Dr. D. M. Cook.** Average color not as deep as pictured but shows true from the first leaf.
27. **Fred Bause.** A different red, that is low growing and leafy. Trial tests indicate that it will be a leader.
28. **Blanche Wise.** A low growing, heavy leafing variety that offers another variation in color.
29. **Dr. T. L. Meade.** Sometimes called Blaze is a fine red recommended for its outstanding color.
- * 30. **Sorocoba.** The nearest substitution for Candidum but with a suffusion of delicate pink over the white. A good leafer.
31. **Jessie Thayer.** A highly desirable potting variety with all the necessary qualifications for a good pot plant.
32. **Edith Meade.** A low growing leafy variety desirable for its delicate white center.

33. **Brazilian Butterfly.** Vigorous, low growing with plenty of foliage, but not as colorful as pictured and not specially recommended.
34. **Billy.** A new pink offered for the first time, whose characteristics in growth and color should place it among the leaders.
35. **Red Polka.** The only caladium we know with red splotches showing within a red field. Very beautiful and a good pot plant.
36. **Aaron.** A new variety offered for the first time, first leaves are tall but later leaves come to develop a very nice pot plant.
37. **Pink Cloud.** Grows medium tall, but with large outstandingly beautiful leaves. It is quite popular.
38. **Mrs. Arno Nerhling.** One of the finest varieties we know, very low, very leafy, very beautiful, it is always on the reorder list.
39. **Richard Deckard.** 2½-3½". A very beautiful caladium. It is low growing, and though not a heavy leafer, large outstandingly beautiful leaves place it among the leading varieties.
- * 40. **Itacapus.** Another fine red that is very popular as a pot plant.
41. **Fannie Munson.** Generally acclaimed to be the most beautiful pink of them all, it is low growing with large leaves.
42. **Dr. Groover.** A good pink, low growing adequate leafer, very colorful, it is recommended as a good potting caladium.
43. **Bill Holmes.** A sport from Vivian Lee and offered for the first time, it has all necessary qualifications for a good potting variety. The color is unusual and advance tests indicate that it will be popular.
44. **Miss Chicago.** A newly introduced pink variety, it is low growing and winning great popularity.

NOTE: — Immediately following the variety name is indicated in inches in diameter the normal largest sized bulb produced in that variety.

* These varieties are not recommended for outside plantings.

A Descriptive List Of Desirable Old Varieties And New Varieties That Are Now Added To Our Caladium Variety Line But So Newly Added That They Have Not Yet Been Included In The Color Charts.

Daybreak. A low growing caladium with white to blush pink leaves, netted green with green border and pink midribs. Recommended for pot culture.

** **EDNA.** An outstanding new caladium. Large, heavy rich type leaves of pigeon blood red with deep woodland green border. Entire leaf gives an enameled appearance that vitalizes the colors. Recommended for both pot and outside culture.

** **ELIZABETH DIXON.** A low growing caladium that performs beautifully in pot culture. Leaves are moss green profusely blotched with lilac to white blotches. Has been well received in test offerings.

** **FESTIVIA.** This variety is in a color field to itself. Leaves are medium large, long and semi-ruffled with an unusual shade of red coloring with netted green veins. Midribs are very darkest red to purple. A very narrow green border.

** **FRECKLES.** A low growing caladium with moss green leaves heavily splotched with rose pink splotches. Recommended for pot culture, or outside use.

FREDA HEMPLE. One of the most outstanding red caladium. It is a low growing heavy leafer with live vivid color that catches the eye.

** **LEE STOKES.** An unusual caladium. It is low growing and heavy leafing. The large round forest green leaf is heavily blotched with pothos type white blotches. An unusually different caladium that performs equally well in pot culture or outside plantings.

** These are new seedlings being offered for general distribution for the first time in the 1954-55 season. All have been tested for the various qualities that are desirable in a caladium variety for distribution to the floral and gardening trade, and found acceptable.

NOTE: — Throughout this chart where no special recommendation is made in regards to outside or pot culture, the variety is acceptable in both cultures.

LORD ROSENBURY. A light red rose center with harmonizing green border that is highly recommended for pot culture.

** **MABEL BARNES.** A large ruffled edged leaf with white midriff and veins and wide green border with vivid pigeon blood red splotches. Very beautiful and showy, tall growing and especially recommended for outside planting.

CRESCENT QUEEN. A vigorous large leafed variety with dark red center and moss green border. A velvet like sheen that overspreads the entire leaf, adds distinction to the variety.

RED SKIN. A medium tall grower. The variety has a solid old rose red leaf with just a trace of green border. Especially recommended for outside use.

SENORA. A heavy leafing variety. Leaves are heavily blotched in blotches that vary from white to peach blossom pink, transparent with very narrow green border.

** **SUSAN.** Very low growing, very beautiful, new pink blotched variety that performs beautifully in pot culture.

** **THE DUKE.** A new red variety with vivid metallic red center with moss green border. Stems are rigid and leaves are plentiful. Performs satisfactorily in pot culture or outside.

** **WHITE PRINCESS.** Medium small leaves have snow white center with sea green ribs and border. Border flecked with white. Low growing, recommended for pot culture.

Caladium Notes

GROW S.S.S. FANCY LEAVED CALADIUM: INCREASE YOUR PROFITS

VARIETY SELECTION: Use the Color Chart and select those varieties whose color will in your opinion (your opinion is best) have the greatest appeal to your clientele. Some varieties are not vigorous bulb producers and if you are using a large bulb, check and see if the variety selected can normally be had in the bulb size you wish. If not, then time and disappointment will be saved if another variety is selected or your order submitted to conform to the bulb size commonly available in that variety. Many growers are now using several small bulbs instead of a large one, especially if the large sized bulbs are not available in the variety wanted.

CARE OF BULBS: Caladium bulbs are very sensitive to cold temperatures. It is imperative in cold weather and desirable at all times that when your bulbs are received they be removed from the carton and packing material immediately and spread thinly in trays in a warm location with good air circulation. When bulbs are received in winter, TO JUST BE PLACED IN A WARM LOCATION WITHOUT UNPACKING MAY BE MORE HARMFUL THAN TO LEAVE COOL, because in warming rapidly a caladium bulb collects moisture and unless it is exposed so that the atmosphere may absorb the moisture mold and decay begins immediately.

Bulbs spread thinly in trays in a dry place that is warm and has good air circulation should hold for any reasonable time until you are ready to plant.

PLANTING: Relative to best practice in planting bulbs upside down or as they grew, some prefer one and some the other. Both procedures seem to have some merit and the one used will depend on what is desired. Bulbs planted upside down seem to throw growth into a large number of eyes hence a nicer pot develops in the end, but normally emergence seems to be delayed by the adverse position of the bulb. Hence, if there is plenty of time the upside down practice would probably be best. If a quicker pot is desired the right side up planting is correct.

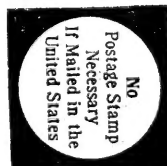
CULTURE: The caladium is a tropical plant and naturally grows best in very warm temperatures, 90 degrees or more. They will grow in lower temperatures, but as the growing temperature is lowered performance is proportionately less desirable in growth and coloration to the point of intolerance.

Caladium are heavy feeders and seem to grow best in a soil with a pH of 5.5 to 6 and with sufficient organic matter to prevent its packing and sealing to the point locking out air circulation. The pot soil should be loose and fluffy even after continuous and frequent waterings during the growing period. A mixture of equal parts of coarse sand, peat, or leaf mold and dairy manure has been found very satisfactory.

Caladium should be started in moist soil after roots have started more water is required. As the plant develops it will use more and more water as the leaf area increases and more water is thrown off, but the soil should never contain sufficient water to "water-log" or seal out air circulation.

PRICE SCHEDULE	SEPARATE NAMED VARIETIES		NAMED VARIETIES MIXED	
		Per 100		Per 100
		1000		1000
		100.00		90.00
		175.00		170.00
	1-1½ inch	11.00	1-1½ inch	10.00
	1½-2½ inch	18.50	1½-2½ inch	18.00
	2½-3½ inch	27.50	2½-3½ inch	27.00
	3½ inch up	37.50	3½ inch up	37.00
				360.00
MINIMUM ORDER 100 BULBS — NOT LESS THAN 10 BULBS OF A VARIETY				

IF PARCEL POST SHIPMENT IS DESIRED, PLEASE INCLUDE 10%
ADDITIONAL WITH YOUR REMITTANCE TO COVER POSTAGE.
ANY OVER REMITTANCE WILL BE REFUNDED OR IF INSUFFICIENT
WILL INVOICE THE DIFFERENCE.



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Be Sure Check or Money Order is enclosed.

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SPECIAL NOTE: IF SOLD OUT OF A VARIETY WE WILL SEND EQUAL OR BETTER VALUE IN THE COLOR ORDERED. IF YOU DO NOT WISH THIS, PLACE AN X IN THE BOX AT RIGHT.

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☐ Parcel Post
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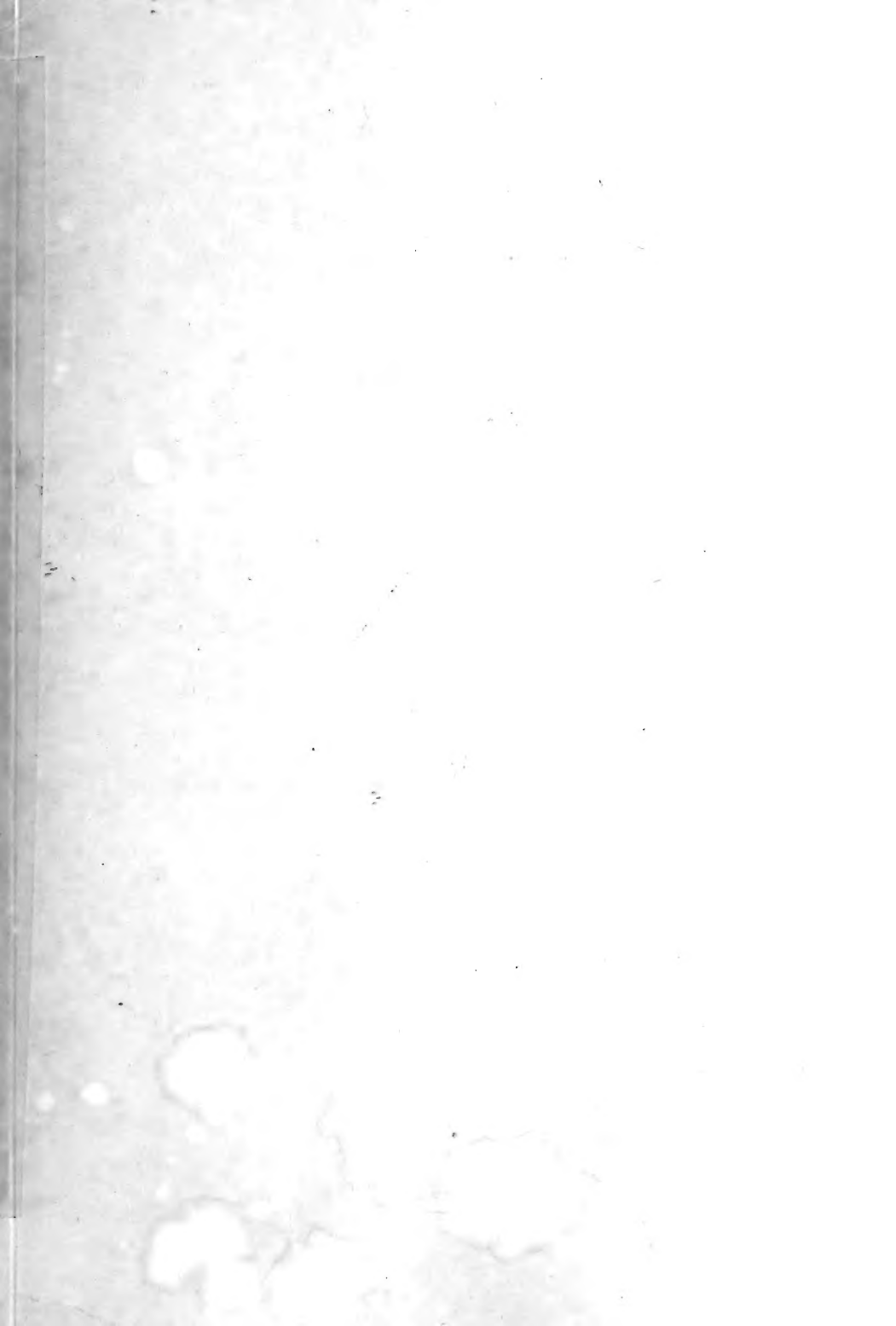
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AMERICAN GROWN SELECTED DOUBLE CAMELLIA STRAIN CULTURE

Plant bulbs in flats in a mixture of Peat and Sand or Leaf Mold and Sand, all of which are good media for developing a good root system.

Tubers should be set 3 to 4" apart and about 1/2" below the surface. Keep uniformly moist, but not too wet, in a warm place well lighted until 3 or 4" of growth develops. Then plant in a permanent location or in pots as desired. The front of the plant is always where the tips of the leaves are pointing. Often if dormant tubers are planted in open ground, especially if it is too cold or wet, a number of them may not root and the planting will be uneven, with some coming earlier and some later, with the plant facing in haphazard ways. Started first in flats, they will develop a splendid root system which is necessary for the forming of fine specimen plants.

Before the plants become too large and crowded in flats, transplant in open ground or pots, taking care not to disturb the root system too much. Outdoors in light soil containing a lot of humus will grow good Begonias. Heavy soils should have a strong application of well rotted manure, leaf mold or sand to lighten them. Light gravelly or sandy soils will benefit greatly by the application of peat, leaf mold or well rotted manure. If planting in pots, soil should be much lighter than that used outdoors; 3/4 coarse leaf mold, 1/4 sand or sandy loam will give excellent results.

S.S.S. GIANT FLOWERED TUBEROUS BEGONIAS

MINIMUM ORDER 100 BULBS — NOT LESS THAN 10 BULBS OF A COLOR

AMERICAN GROWN

Double Camellia Flowered

Unusually fine selected strain. Giant camellia-like blooms.			
COLORS — Apricot, Blush, Cardinal			
Red, Crimson Rose, American	Size	Per	Per
Beauty, Dark Salmon, Dark Red,	1 1/4-1 1/2"	100	1000
Light Salmon, Pink, White, Rose,	1 1/2-2"	8.50	80.00
Scarlet, Yellow, Orange, Flame	2 1/2-2"	14.00	130.00
Orange.	2-2 1/2"	19.00	180.00
Mammoth size	2 1/2" Up	27.50	260.00

BELGIAN GROWN

Double Camellia Flowered

Giant double camellia-like Flower			
COLORS — Crimson, Pink, White,			
Coppery, Rose, Scarlet, Orange,	1 1/4-1 1/2"	5.50	45.00
Yellow, Salmon.	1 1/2-2"	9.00	75.00
	2" Up	13.00	120.00

Double Rosebud

Flowers of the most exquisite form resembling perfect rosebuds, with beautiful, two-tone, pastel shade coloring			
	1 1/4-1 1/2"	7.00	60.00
	1 1/2-2"	12.00	110.00
	2" Up	14.00	135.00

Double Frilled or Carnation (Fimb. Plena.)

Petals are frilled with serrated edges, flower when in full bloom resembles a Carnation			
COLORS — Crimson, Pink, Orange, White, Yellow, Coppery.			
	1 1/4-1 1/2"	7.00	60.00
	1 1/2-2"	12.00	110.00
	2" Up	14.00	135.00

Double Picotee

The flowers are slightly smaller than the large Camellia Type in some instances but of beautiful Camellia form, with two-toned combinations of the colors Pink and White with a definitely contrasting edge			
	1 1/4-1 1/2"	7.00	60.00
	1 1/2-2"	12.00	110.00
	2" Up	14.00	135.00

BELGIAN GROWN (continued)

Double Hanging Basket

Known as Pendula or Lloydii type. Hundreds of small double flowers produced from a single bulb....			
COLORS — Scarlet, Pink, Yellow, White, Orange, Salmon.			
Size	Per	Per	
1 1/4-1 1/2"	100	1000	
1 1/2-2"	7.00	60.00	
2" Up	12.50	110.00	
	16.00	150.00	

Double Marmerata (Camellia Type)

Scarlet colored flower spotted and laced white			
Size	Per	Per	
1 1/4-1 1/2"	7.00	60.00	
1 1/2-2"	12.00	110.00	
2" Up	14.00	135.00	

Giant Singles

This type produces largest flowers. Extensively used for bedding....			
COLORS — Crimson, Scarlet, Pink, Orange, White, Yellow, Coppery.			
Size	Per	Per	
1 1/4-1 1/2"	5.50	45.00	
1 1/2-2"	9.00	75.00	
2" Up	13.00	120.00	

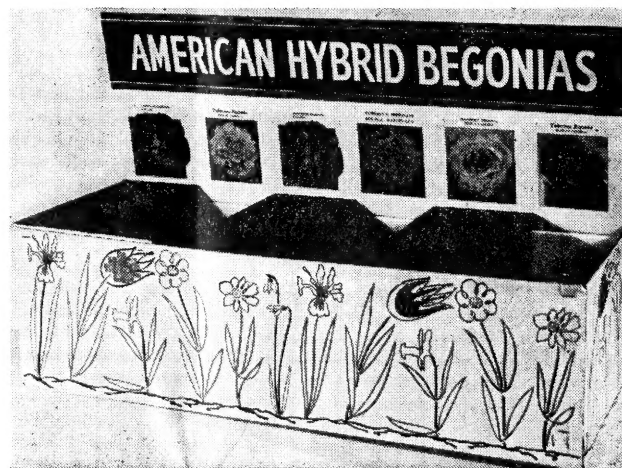
Giant Single Frilled (Crispa)

Large profusely frilled and ruffled single flowers. Fine for bedding..			
COLORS — Crimson, Pink, Orange, White, Yellow, Coppery.			
Size	Per	Per	
1 1/4-1 1/2"	6.00	50.00	
1 1/2-2"	11.00	100.00	
2" Up	14.00	130.00	

Begonia Multiflora

(Lilliput or Miniature)

Group of double flowered Begonias which are especially adapted for borders. They are best suited for mass plantings and will bloom profusely throughout the summer.			
Ami Jean Bard. Copper.....			
1-2"	12.00	110.00	
Bourgemestre Max. Red.....			
1-2"	12.00	110.00	
Helen Harms. Yellow.....			
1-2"	13.00	120.00	
Le Flamboyant. Scarlet.....			
1-2"	12.00	110.00	
Madame R. Gale. Salmon.....			
1-2"	12.00	110.00	



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AMERICAN GROWN

	Size	
450 Bulbs (75 Each Compartment)	1 1/4-1 1/2"	
300 Bulbs (50 Each Compartment)	1 1/2-2"	
240 Bulbs (40 Each Compartment)	2-2 1/2"	
150 Bulbs (25 Each Compartment)	2 1/2" Up	

PRICE F.O.B. NEW YORK

ALL SIZES

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